

Advertising Postcard

To examine the way advertisers promote their products using the postcard medium, students will create their own postcard advertisement to promote a product, event, or concept.

- Students will create a thumbnail sketch of their postcard design.
- Each student will have two classmates proof his/her card before beginning the final copy.
- Using colored pencils, markers, or collage materials, create a copy-ready two-sided postcard advertisement.
- The following criteria will be used to evaluate each advertising postcard:
 - Who is the target market? (age, gender, etc.)
 - What are you promoting/advertising?
 - How does the card attract your attention?
 - Does the card effectively communicate or promote the product /event?
 - Is there text/copy/logo on the card?
 - Is the card interesting, informative, humorous, etc.?
 - Do you like the card? Why or why not?
- The student should self-evaluate his/her postcard and have at least three other students evaluate the card using the above criteria before turning it in to the teacher.